FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00039191-A **Type of Permit:** FILMING **Release Date:** 04/15/2011

Production Company SUPPLY & DEMAND

Insured Company Name SUPPLY & DEMAND
Contact Phone No. 1 310-956-3500
Contact Phone No. 2
Fax
Address 145 HUDSON ST
NEW YORK, New York 10013

Production Title ENERGY CONSERVATION PSA

Type of Production Commercial - PSA

Producer ARI HAKIM

Director ROBERT LONGEVALL

1st AD TBD TBD

Production Manager TBD TBD

FilmL.A. Coordinator Yulizza Ramirez

Location Manager RICHARD LATAREWICZ
Primary Phone Mobile - 310-466-0485
Secondary Phone

Location Assistant tbd tbd
Primary Phone Office - 310-956-3500
Secondary Phone

Fees

FILMLA FILM PERMIT RIDER FEE $100.00

Total Permit Fee $100.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number	F00039191-A	**Location Manager**	RICHARD LATAREWICZ
Production Company	SUPPLY & DEMAND	Primary Phone	Mobile - 310-466-0485
Insured Company	SUPPLY & DEMAND	Secondary Phone	
Production Title	ENERGY CONSERVATION PSA		

Location Address 16752 Vasquez Canyon Rd, Canyon Country, CA, 91351

Location Type Ranch

Film Dates 4/18/2011 - 4/18/2011 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
IRS 501c3 Acceptance 1991 Ad Council.pdf
letter.pdf
SUPPLY&DEMAND.pdf

Equipment on Location

Type	Quantity
4000 gal water truck	1
5 or 10 ton trucks	2
Cube Trucks	1
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	45
LA County FSA assigned	1

Filming Activities Equipment on property; Exterior Dialogue; Talent dropping electronic devices of cliff.; Automobile dropped of cliff, fuel tank and engine removed prior to stunt.;

Jurisdiction **Political:** Los Angeles County - Supervisor District 5 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

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Coordinator Note LA COUNTY FIRE # 11-958-132, FSA AND 4,000 GALLON WATER TRUCK REQUIRED.

Coordinator Note RIDER A ADDS FILMING ACTIVITY

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

Permit #F00039191-A

Internal Revenue Service

Department of the Treasury

P.O. Box 1680, GPO Brooklyn, NY 11202

District
Director

Date: MAR 2 0 1991

Advertising Coucil Inc
825 3rd Avenue
New York, NY 10022-7519

Person to Contact: M. Tolentino

Contact Telephone Number:

1(718) 780-6619

Re: **13-0417693**

Dear Sir or Madam:

Reference is made to your request for verification of the tax exempt status of **Advertising Council Inc**

A determination or ruling letter issued to an organization granting exemption under the Internal Revenue Code of 1954 or under a prior or subsequent Revenue Act remains in effect until exempt status has been terminated, revoked or modified .

Our records indicate that exemption was granted as shown below.

Sincerely yours,

by direction

William P. Marshall
District Disclosure Officer

Name of Organization: **Advertising Council Inc**

Date of exemption Letter: **February, 1942**

Exemption granted pursuant to 1954 Code section 501(c) (3)or its predecessor Code Section.

Foundation Classification (If Applicable): **Not a private foundation as you are an organization described in section 509(a)(2)of the Internal Revenue Code.**

NAR Form BKN 9-187 (Rev. 9-80)

NO PERMIT

828 West 6th Street | Austin, TX 78703 | 512.242.4736 | gsdm.com

GSD&M

April 15, 2011

To Whom It May Concern:

GSD&M Idea City, LLC. has hired Supply & Demand to work with our client Ad Council on projects "Cliff" and "Oven," which are scheduled to shoot week of 4/18.

Respectfully,

Michelle Berg
Business Affairs Manager
GSD&M Idea City LLC.
828 West 6th St.
Austin, TX 78703
512.242.4661
michelle.berg@gsdm.com

YELLOW PRODUCTIONS

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Supply & Demand ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 4/10/11

Representative's Signature

Richard Lafavore

Representative's Name (Please Print)

Location Manager

Representative's Title (Please Print)

Supply & Demand

Name of Principal (i.e. company name) (Please Print)

145 Hudson St.
NY NY 10013

Principal's Mailing Address (Please Print)

310-956-3500

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869